

**REMARKS**

Claims 1-34 and 36-38 are all the claims pending in this application. By this Amendment, the subject matter of claim 35 has been added to claim 1 and claim 35 is canceled without prejudice or disclaimer. New claim 38 is added to more fully claim the invention.

Claim 1 is rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 5,196,382 (hereinafter, "Beeteson"). Claims 2-7, 18, 25, 26, 28, 29, 31 and 37 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Beeteson in view of U.S. Patent No. 6,144,064 (hereinafter, "Ito"). Claims 20, 21, 27, 30, 32, 33 and 35 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Beeteson and Ito and further in view of U.S. Patent No. 5,598,565 (hereinafter, "Reinhardt"). Claims 8-10 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Beeteson and Ito and further in view of U.S. Patent No. 6,232,963 (hereinafter, "Tew"). Claims 11-13 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Beeteson, Ito and Tew and further in view of U.S. Patent No. 5,315,695 (hereinafter, "Saito"). Claims 14 and 15 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Beeteson, Ito, Tew and Saito and further in view of U.S. Patent No. 6,532,474 (hereinafter, "Iwamoto"). Claim 17 is rejected under 35 U.S.C. § 103(a) as being unpatentable over Beeteson in view of Iwamoto. Claim 37 is rejected under 35 U.S.C. § 103(a) as being unpatentable over Beeteson, Ito and in view of U.S. Patent No. 5,598,565 (hereinafter, "Reinhardt") and further in view of Iwamoto. Claims 19 and 24 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Beeteson in view of U.S. Patent No. 6,020,944 (hereinafter, "Hoshi"). Claims 22 and 36 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Beeteson and Ito and further in view of U.S. Patent No. 6,063,030 (hereinafter, "Vara"). Claim 34 is rejected under 35 U.S.C. § 103(a) as

being unpatentable over Beeteson and Ito and further in view of Iwamoto. Claims 16 and 23 are objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form.

Rejection of Claim 1 under § 102(e) by Beeteson and Rejection of Claim 35 under §103(a) over Beeteson in view of Ito and further in view of Reinhardt

Rejection of Claims 2-7, 18, 25, 26, 28, 29, 31 and 37 under §103(a) over Beeteson in view of Ito

Claim 1 has been rewritten to include the subject matter of claim 35.

Applicant respectfully submits that claim 1 is patentable because Beeteson, Ito and Reinhardt, do not teach or suggest a device wherein said display device is operable to simultaneously display the image at the image maximum luminance and the non-image information at the ordinary maximum luminance and a visibility of the non-image information is not reduced when displayed at ordinary maximum luminance.

To the contrary, both Beeteson and Reinhardt clearly disclose reducing the visibility of certain sections of the flat panel display. See Beeteson at col. 2, lines 48-53 (“ . . . in this mode three of the backlight lamps are turned off leaving only one lamp to illuminate 1/4 of the LCD screen and hence typically show 10 lines of text to the user.”); and Reinhardt at col. 4, lines 57-60 (“Providing control to the user allows the user to reduce the power consumed by the flat panel display in situations where the user is willing to trade reduced visibility of the screen for additional operating time while operating off of a battery.”). Therefore, claim 1 is patentable.

Claims 2-7, 18, 26, 28, 29 and 31, which depend from claim 1, are patentable for at least the reasons submitted for claim 1.

Applicant has rewritten claim 25 in independent form by adding the subject matter of claim 1.

Applicant submits that even assuming arguendo, that Ito discloses having two different luminance values, there is nothing in both Beeteson and Ito which suggests that these two different luminance values would correspond to the claimed image maximum luminance and an ordinary maximum luminance. Further, there is nothing to suggest that the two different luminance values would apply to an image and non-image information. Therefore, the combination of Beeteson and Ito fails to teach or suggest a device wherein a brightness of a display of the non-image information at the ordinary maximum luminance is reduced to a value about equal to an eighth or less than an eighth of a brightness of a display of the image.

Applicant submits that claim 26 is patentable by virtue of its dependency from claim 1 and because Ito fails to make up for the deficiencies of Beeteson. Applicant submits that there is nothing to suggest that the combination of Beeteson and Ito would result in a display wherein a brightness of a display of the non-image information at the ordinary maximum luminance is less than a brightness of a display of the image without any loss of gradation resolution of the non-image information. Rather, Ito discloses applying low input voltage to an electro-luminescent cell ("EL") so that "the EL is darkly luminant," col. 1, lines 59-61, and therefore, clearly teaches having reduced gradation resolution.

Applicant has rewritten claim 37 in independent form by adding the subject matter of claim 1.

Applicant submits that claim 37 is patentable because Beeteson and Ito fails to teach or suggest a device wherein, if a size of said image being displayed is so small that there occurs a blank area in an image-assigned region, said blank area is rendered in black in order to enhance the visibility of said image. Applicant respectfully requests the Examiner to specifically address the patentability of this claim.

Rejection of Claims 19 and 24 under §103(a) over Beeteson in view of Hoshi

Applicant has rewritten claim 19 in independent form by adding the subject matter of claim 1.

Applicant submits that claim 19 is patentable because a prima facie case of obviousness has not been established. Assuming arguendo, that Hoshi does disclose the specific luminance ranges claimed, there is nothing to suggest that these ranges would apply to an image and non-image information in the manner claimed. Specifically, there is nothing in the combination of Beeteson and Hoshi which suggest a display device wherein the image maximum luminance is substantially in the range of  $400 \text{ cd/m}^2$  -  $10,000 \text{ cd/m}^2$  and the ordinary maximum luminance is substantially in the range of  $40 \text{ cd/m}^2$  -  $400 \text{ cd/m}^2$ .

Claim 24, which depends from claim 1, is patentable for at least the reasons submitted for claim 1 and because Hoshi fails to make up for the deficiencies of Beeteson, Ito and Reinhardt.

Allowable Claims 16 and 23

Allowable claim 16 has been rewritten in independent form by adding the subject matter of claims 1 and 14. Allowable claim 23 has been rewritten in independent form by adding the subject matter of claim 1.

AMENDMENT UNDER 37 C.F.R. § 1.111  
U.S. APPLN. NO.: 09/492,300

ATTY DOCKET NO.: Q55891

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

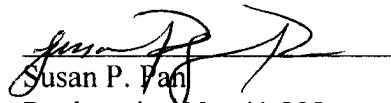
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